

# Response to new Health Strategy

**Wednesday, 21<sup>st</sup> November, 2001:** Prospectus Strategy Consultants welcomes the new Health Strategy, which is ambitious in its vision and comprehensive in its scope.

Its predecessor, *Shaping a Healthier Future*, was the first of its kind and paved the way in many senses for the new plan, but it was criticised in recent analysis for being long on aspiration but short on concrete measures. The new Strategy lists no fewer than 115 [CHECK AGAINST FINAL] specific actions, mixing short-term with longer term issues.

"It is in the area of implementation that the real challenges lie," commented Vincent Barton (Head of Healthcare Sector, Prospectus). "The majority of organisational strategies fail at the implementation phase. In a system as complex and as personalised as healthcare this is a real risk – not just for planners but also for patients themselves."

"At the core of the new Strategy is a strong emphasis on quality. This is a real step forward and an effort to rebalance a debate which has focussed all too often on economy or quantity. The new plan seeks to promote a quality approach across the health system, covering how we *plan and organise* our care, as well as how we deliver it. This kind of whole-system approach is long haul work, but essential if we are to get the kind of health service we now expect and which the 83,000 health care staff are well capable of delivering," he added.

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## ***About Prospectus***

*Prospectus is Ireland's leading independent strategy consultancy. Since its establishment in 1991 by David Duffy (former head of Andersen Consulting's strategy division), Prospectus has been assisting organisations build global businesses. Prospectus' client base includes many blue chip organisations across Financial Services, Technology, Public Sector and Healthcare sectors.*